TRY REPORT

An Update on B.C.'s Community Awareness and Action Plan

Alcohol and Drug Programs
Ministry of Labour and Consumer Services

July 12, 1989

TABLE OF CONTENTS

EXECUTIVE SUMMARY 1

TRY PROGRAM: AN OVERVIEW 2

WHAT IS TRY? 3

WHY TRY? 4

TRY: A FOUR-PRONGED PROGRAM 6

TRYING TOGETHER 7

WHO'S TRYING? 9

I. Alcohol and Drug Programs,
Ministry of Labour and Consumer Services 9

A. The Awareness Program 9
B. Demand Reduction Strategies 13
C. Community Action Program 14
D. Treatment Program 17
E. Evaluation Program 20
F. Research Program 21

II. Liquor Control and Licensing Branch,
Ministry of Labour and Consumer Services 22

III. CounterAttack,
Ministry of Labour and Consumer Services 23

IV. Workers' Compensation Board, responsibility of the
Minister of Labour and Consumer Services 25

V. Ministry of Education 25

VI. Ministry of Health 26

A. Seniors Drug Action Program 26
B. Perinatal Awareness Program 28

VII. Ministry of Native Affairs 30

VIII. Ministry of the Solicitor General 31

A. Impaired Drivers' Pilot Program 31
B. Novice Driver Awareness Program 32

IX. Ministry of Advanced Education and Job Training 32

TRY, TRY--TRY AGAIN 35

EXECUTIVE SUMMARY

The purpose of this report is to provide an update on the TRY Program from its launching on September 21, 1988 to June 30, 1989. Specifically, the report's objectives are:

- to explain the Try Program, its rationale and objectives;
- to outline the organization of TRY, including the roles of the various agencies and committees involved; and
- to describe the past, present and future activities that make up the 16 major programs under TRY.

Alcohol and drug abuse costs B.C. billions of dollars and hundreds of lives. The magnitude of the problem was fully recognized in 1987 by both the Liquor Policy Review Panel and the Task Force on Alcohol and Drug Abuse in the Workplace. The Panel strongly recommended that B.C. provide additional funds for substance abuse education, prevention and treatment.

In 1988, the government responded by launching the three-year, $137-million TRY Program to enhance and expand the network of substance abuse services that were already in place. A unique program in Canada, TRY stresses prevention through community involvement, promoting individual responsibility and action at the local level. The Program is aimed at all British Columbians: potential substance abusers, friends or relatives of substance abusers, and substance abusers, themselves.

The TRY Program is comprehensive, involving many private, public and volunteer agencies. The lead agency is the Ministry of Labour and Consumer Services which coordinates all TRY-related activities through its Alcohol and Drug Programs. An overview of TRY, including activity highlights, is provided on the next page.

Less than a year into the Program, TRY participants have already initiated hundreds of activities and completed many. The continued success of the Program will help the government achieve several important goals:

- to integrate the services available to substance abusers and their families;
- to develop a new, corporate image for agencies delivering these services;
- to change public attitudes and human behaviour concerning drug and alcohol abuse over time; and
- to decrease the enormous costs of health and social services related to substance abuse.

TRY PROGRAM: AN OVERVIEW

Ministry/Agency & Program	1988/89 Budget $Millions	1988/89 Spent $Millions	1988/89 Activity Highlights	1989/90 Budget $Millions	1989/90 Activity Highlights
L&CS - ADP: Awareness	2.40	2.23	* Multi-media Campaign * TRYLINE and TRY Book * Liquor Outlet Posters * Community Relations * Public Attitude Survey	2.90	* Multi-media Campaign * TRYLINE * Community Relations * First Night Co-sponsorship
Demand Reduction Strategies	0.29	0.29	* Ethnic Materials Needs Assessment * Parent Materials Needs Assessment * Youth Materials Needs Assessment * ESL Materials Needs Assessment	0.50	* Ethnic Education Packages * High Risk Youth Packages * ESL Education Packages
Community Action	0.90	0.70	* Prevention/Education Projects (See Summary Chart in Report)	2.20	* Prevention/Education Projects
Treatment	5.10 (Revised Base: 30.89)	30.89	* Enhancement/Expansion of: - Residential Treatment Centres - Outpatient Counselling Services - Detoxication Centres - Supportive Recovery Homes - Ward Teams - Correction Projects - Native Friendship Centres - Other Special Projects	8.19 (Revised Base: 33.97)	* Treatment Enhancement/Expansion
Evaluation	0.55	0.55	* Data System Upgrade * Local Evaluations Assistance * Treatment Evaluations	1.23	* Public Attitude Survey * Correctional Inst. Services Review * Supportive Care Assessment * Service Access Assessment * Cost-benefit Analysis of Treatment * In-depth Program Evaluations
Research	0.55	0.55	* Chemical Dependency Cost Analysis * Trucking Industry Sub. Abuse Study * Research Solicitation and Funding	1.10	* Research Solicitation and Funding
L&CS - LCLB: Responsible Beverage Server	0.20	0.20	* Course Guides/Manuals Development * Course Video Development * Communication Plan	0.33	* Course Material Tests/Production * Leader Recruitment and Training * Management Systems Development * Promotion Materials/Activities
L&CS - CA: CounterAttack	0.72	0.72	* Roadcheck Campaigns * Mall Show Tour * Portable Display Unit Production * Police Conference * Print Resource Development * Media Message Development * Core Print Material Expansion * Media Research	0.75	* Roadcheck Campaigns * Christmas and Graduation Promotion * Portable Display Unit Distribution * Police Conference and Speaker Kit * Print Resource Distribution * Media Message Delivery * Novice Driver - Joint Publication * Roadcheck Sign Production
L&CS - WCB: Employee Assistance	0.00	0.05	* Magazine Insert Production * Magazine Insert Distribution	0.00	* Activities Under Review
EDUCATION: Health Care Curriculum Support	0.50	0.50	* Draft Curriculum Guide Development * Video Acquisition	0.75	* Curriculum Guide Production * Recommended Resources List * Generic Skills Teachers' Resources * Teachers' Orientation * New Curriculum Materials * Parent Information Package * District/School Guide and Video
HEALTH: Sr. Drug Action	0.10	0.10	* Workshop on Drug Use & the Elderly * Pill Dispenser Development * Drug Reference Acquisition * Seniors Peer Counsellors Meeting * Educational Materials Acquisition	0.34	* Workshop Proceedings Distribution * Pill Dispenser Field Tests * Drug Reference Distribution * Promotion of Patient/Physician Communication * Educational Materials Tests * Long-Term Care Drug Use Survey * Promotion of Medication Review
Perinatal Awareness	0.15	0.15	* Pregnancy Outreach Programs * Regional Health Care Workshops	0.15	* Pregnancy Outreach Programs * Health Care Professionals Training
NATIVE AFFAIRS: Off Reserve Community Act. and Awareness	0.30	0.29	* Prevention/Education Projects (See Summary Chart in Report)	0.30	* Prevention/Education Projects
SOLICITOR GEN: Impaired Driver Pilot	0.19	0.19	* Pilot Program Development	0.21	* Pilot Program Implementation
Novice Driver Awareness	0.10	0.00	* Safe Driving Guide Revisions	0.17	* Examiner Manual/Training Update * Publication Distribution * Video Adaptation
AD&JT: Training Programs for Professionals	0.25	0.18	* Curriculum/Materials Development	0.85	* Health Care Worker Training * Curriculum Development * Student Substance Abuse Research

WHAT IS TRY?

TRY--The Responsibility is Yours--is the name of B.C.'s three-year, $137-million Community Awareness and Action Plan to counter alcohol and drug abuse. TRY focuses on prevention through community involvement. It promotes individual responsibility and action at the community level--where real problems are identified and innovative solutions are found.

The long-term objective of TRY is to change attitudes towards alcohol and drug use--and ultimately, behaviour. To accomplish this objective, TRY aims to make all British Columbians aware that there is a substance abuse problem and that everyone has a role in preventing it. TRY targets all potential abusers; it also targets the relatives and friends of abusers, that is, anyone who can help or influence someone suffering from substance abuse. Of course, TRY also targets the substance abuser directly.

Launched on September 21, 1988, TRY is a comprehensive, province-wide program that integrates a wide variety of services involving hundreds of private, public and volunteer agencies. The TRY Program consists of 16 major programs delivered through six B.C. government ministries:

* Awareness
* Demand Reduction Strategies
* Community Action
* Treatment
* Evaluation
* Research
* Responsible Beverage Server
* CounterAttack
* WCB Employee Assistance
* Health Care Curriculum Support
* Seniors Drug Action Support
* Perinatal Awareness
* Off Reserve Community Action
* Impaired Drivers' Pilot Program
* Novice Driver Awareness
* Training for Professionals

"TRY opened the floodgates. It is beginning to destigmatize substance abuse. Individuals are starting to come forth for more treatment and information."
-- Larry Barter, Alcohol and Drugs Programs, Central and Southeast Region

"We began in 1988 with a budget of $26.2 million for all government substance abuse services, and most of this was spent on treatment. Our budget, this year, is almost $50.7 million, and a substantial portion of this is for preventive activities."
-- David Gilbert, Executive Director, Alcohol and Drug Programs

WHY TRY?

In 1987, the Liquor Policy Review Panel and the Task Force on Alcohol and Drug Abuse in the Workplace agreed that B.C. has an enormous substance abuse problem. British Columbians consume more liquor per capita than the residents of any other Canadian province and more per capita than the residents of 40 states in the U.S.A. About 80 percent of British Columbians use alcohol; 25 percent (720,000 people) are potential abusers or heavy problem drinkers.

> **"I got drunk every night for two years after the death of my husband." -- a B.C. senior**

A 1987 survey of alcohol and drug abuse among B.C. adolescents revealed a substantial use of alcohol, cannabis, tobacco, hallucinogens and prescription depressants. The use of cannabis by B.C. youths was nearly twice that of Ontario adolescents. The survey further found that one out of every 10 B.C. students in Grade 12 had used cocaine during the previous year.

> **"It's no big deal. Everybody uses marijuana and no one has a problem." -- a B.C. adolescent**

Last year, B.C.'s substance abuse problem cost the province more than two billion dollars and hundreds of lives. It also contributed to extensive social damage, including family breakups, spouse battering and child abuse.

At 16 public hearings held throughout the province, British Columbians expressed their strong concerns about substance abuse to the Liquor Policy Review Panel. Almost 400 groups, businesses and individuals made presentations. The Panel also received more than 1200 letters and written briefs, and 400 signatures on petitions.

Government, private and volunteer agencies had been providing services for substance abusers throughout the province for many years. However, problems of the magnitude identified in the Liquor Policy Review were not being addressed. Therefore, the Review Panel concluded: "Government should strive to provide an optimal level of alcohol education, prevention, and treatment services and programs. As a major step towards this goal, we have recommended additional funds be provided for these purposes."

In the March 1988 budget speech, the B.C. government proved its commitment to the recommendations of the Liquor Policy Review Panel by announcing increased funding for substance abuse

programs. During September of the same year, Labour and Consumer Services Minister Lyall Hanson introduced the TRY Program to implement some of these recommendations.

NOTE: Initially, the TRY Program was called the Community Action and Awareness Plan (CAAP). Following the January 1989 launching of a multi-media TRY campaign, "TRY" was adopted as the name of the overall initiative against substance abuse.

Through the TRY Program, the government added $60 million to supplement the province's ongoing substance abuse programs, bringing the total budget to $137 million over the three-year life of the Program. Approximately $96 million of that total were allocated to treatment and care facilities, $29 million to educational and health care information programs, $6.4 million to research and evaluation, and $5.4 million to community action projects by non-profit groups.

Through TRY, the B.C. government intends to:

- integrate services available to substance abusers and their families;

- develop a new, corporate image for agencies delivering these services;

- change public attitudes and human behaviour concerning drug and alcohol abuse over time; and

- decrease the enormous costs of health and social services related to substance abuse.

"Good visibility has been achieved through the TRY Program and it has increased public awareness extensively. It has also helped increase the awareness of the peripheral problems of excessive drinking."
-- Paul Komer, East Kootenay Alcohol and Drug Counselling Service

TRY: A FOUR-PRONGED PROGRAM

TRY involves three phases. The first, already completed, was primarily a start-up phase. During the second phase (1989/90) and third phase (1990/91), the emphasis will be on continued action, research and evaluation.

To curb substance abuse, TRY promotes four main types of activities:

- prevention;
- treatment;
- evaluation; and
- research.

In line with the recommendations of the Liquor Policy Review Panel, the major thrust of the TRY Program is prevention--through increased awareness, education and intervention. The Panel concluded that "preventative education will, in the long run, pay us the greatest dividends. Through educative activities, moderation, responsibility--and even abstinence for some--will become more than just slogans."

However, the focus on prevention does not reduce the immediate need for treatment. In fact, as awareness of substance abuse increases, so does the initial demand for treatment. TRY is providing additional funds to enhance and increase treatment programs to meet individual, community and regional needs.

The evaluation and research components of TRY provide a reliable data base which can be used to define the direction of future programs. This base can also help determine the most effective prevention and treatment methods.

TRYING TOGETHER

Government ministries, private agencies, and hundreds of community organizations and volunteer groups are working together to address the issue of substance abuse. Therefore, the TRY Program integrates a wide range of people and activities.

The **Ministry of Labour and Consumer Services** is responsible for coordinating all substance abuse programs funded by the government. The Minister has appointed a 20-member **Advisory Committee on Substance Abuse**, a mechanism for consulting with all interested parties in B.C. communities. Members represent medical, legal, educational and labour associations as well as businesses, industries, police, municipalities and Native people. The committee helps to ensure that the very best programs are implemented.

> **"Overall, this is one of the most significant, comprehensive programs ever developed by a Canadian government to prevent alcohol and drug abuse."**
> **-- Labour and Consumer Services Minister Lyall Hanson**

The **Inter-Ministerial Committee on Substance Abuse Policy (ICSAP)** has representation from all provincial government organizations with a direct interest in substance abuse, including the Office of the Premier, Treasury Board staff and the Ministries of:

- Labour and Consumer Services (including representation from Alcohol and Drug Programs, CounterAttack, the Liquor Control and Licensing Branch, the Insurance Corporation of B.C. and the Workers' Compensation Board);
- Health;
- Social Services and Housing;
- Education;
- Solicitor General (including representation from the Motor Vehicle Branch);
- Native Affairs;
- Advanced Education and Job Training;
- Attorney General; and
- Municipal Affairs, Recreation and Culture.

ICSAP makes policy recommendations, and provides guidance to TRY programs.

Under the Ministry of Labour and Consumer Services, **Alcohol and Drug Programs (ADP)** is responsible for the overall planning, funding and coordination of all treatment and prevention programs related to substance abuse in B.C. To meet the varying needs of the province, there are five ADP regions:

- Region One: Lower Mainland
- Region Two: Fraser Valley
- Region Three: Central and Southeast
- Region Four: North
- Region Five: Vancouver Island, Gulf Islands and Powell River

"I feel, eventually, attitudes regarding excessive drinking will go the way smoking has in the last few years. TRY has definitely given people alternatives."
-- Ruth Williams, Interior Indian Friendship Society

WHO'S TRYING?

The following is a list of agencies and groups taking part in the TRY Program and brief descriptions of their past, present and proposed activities. Together, their work represents the efforts of hundreds of people employed by government and funded agencies as well as thousands of volunteers in task forces, parent associations, service clubs, church groups, business and professional associations--to name just a few.

The information in this report was based on the data made available by TRY agencies and groups during June 1989.

I. Alcohol and Drug Programs, Ministry of Labour and Consumer Services

Besides being responsible for the overall coordination and integration of the TRY Program, Alcohol and Drug Programs (ADP) is specifically responsible for six major programs:

A. The Awareness Program

The creation of the TRY Program began in the fall of 1988 with two studies: a telephone survey of more than 1000 households and a study of 14 specific target groups throughout the province. Among other things, researchers found that:

- British Columbians wanted government to lead the attack on substance abuse problems;
- respondents supported the notion of individuals taking personal responsibility for substance abuse problems;
- wide-spread denial of alcohol and drug problems is the most challenging issue;
- a long-term, consistent effort is needed to change social mores--and eventually change behaviour; and
- a broadly based public awareness program is needed, but "high risk" groups also need special education.

"You are the only person who can change your behaviour." -- a B.C. adolescent

In response to these findings, the TRY Awareness Program was developed, tested on focus groups, then launched in January 1989. It is aimed at the general public and at those who influence the actions and attitudes of substance abusers.

The Program stresses three main messages:

- alcohol and drug abuse affects everyone;

- alcohol and drug abuse can be prevented; and

- all individuals must take responsibility for changing attitudes towards this abuse.

During the first phase of TRY, the Awareness Program spent all but $170,000 of its budgeted $2.4 million in funds. A brief, pre-launch campaign heralded the arrival of the Awareness Program by announcing forthcoming activities in a newsletter, and in province-wide newspaper and radio advertisements.

The Awareness Program consists of five main parts:

- Multi-Media Campaign

  ADP launched a province-wide, multi-media campaign in January 1989. Hard-hitting messages on substance abuse were delivered through television and radio spots, newspapers, busboard messages and advertisements in television listings. Support materials, such as TRY buttons, pins and pens, were distributed throughout B.C. ADP also issued a newsletter updating readers on the TRY Program.

- TRYLINE

  ADP established the TRYLINE (1-800-663-1441), a 24-hour, toll-free alcohol/drug information and referral service available to callers throughout B.C. The TRYLINE promotes individual responsibility regarding substance abuse. Between the first day of the service, January 9, 1989, and May 31, 1989 the TRYLINE received 3339 calls.

Watching a TRY advertisement on TV, an elderly woman suddenly couldn't deny her alcohol problem any longer. She called the TRYLINE for help and is now getting treatment.

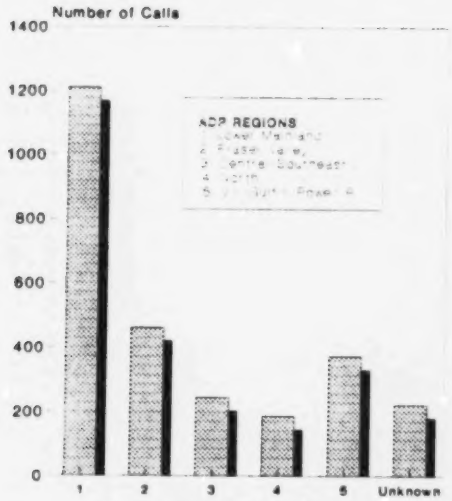
- TRY Book

  A 38-page TRY Book was published to provide information about B.C.'s substance abuse problem. It suggests ways to avoid developing a problem and tells readers how to help themselves and others who are suffering from substance abuse. Beginning in January 1989, 1.2 million TRY Books were distributed to B.C. households, community centres, doctors' offices and other public locations.

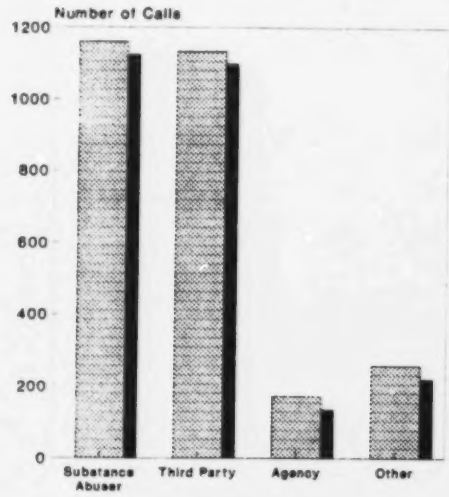
After reading the TRY Book, one man organized a support group for men with alcohol problems.

TRYLINE CALLS

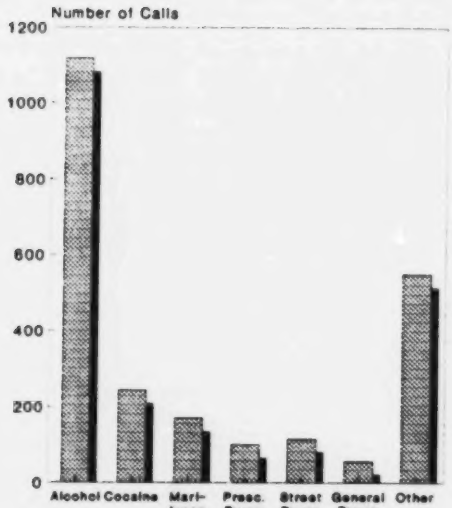
February 1 to May 31, 1989



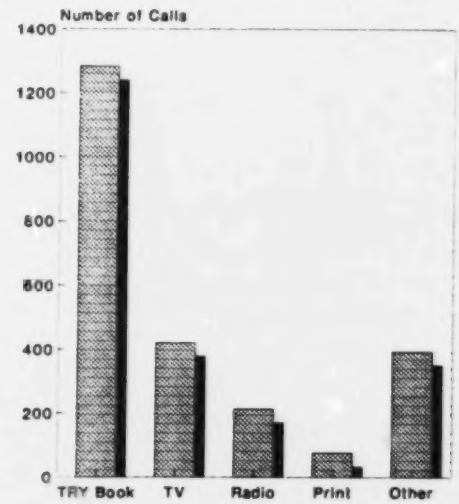
Source of Calls: ADP Regions



Type of Caller



Substance of Concern



How Heard of TRYLINE

- Point of Purchase Posters

  A set of eight TRY posters were produced and displayed in all provincial Liquor Distribution Branch outlets in B.C.

- Community Relations

  Under contract, a public relations firm developed a community relations program to support the Community Action Plan, another of ADP's efforts under TRY.

To determine the initial effect of the Awareness Program, 300 British Columbians were surveyed during March 1989. Poll results include the following:

- About 70 percent of those surveyed felt that substance abuse is a major problem in B.C.

- Nearly 68 percent recalled some media advertisements.

- About 70 percent felt that the TRY slogan is "somewhat good" or "very good."

- Nearly 44 percent recalled receiving the TRY Book and 38 percent of those read it.

"My patients have used the TRY Book to mobilize their attitudes about their problem. Five actually elected treatment after studying the book."
-- a private practitioner

During 1989/90, the Awareness Program has a budget of $2.9 million. The TRYLINE, and radio and TV messages started in the first phase of the campaign have been extended into the second phase. As well, new radio messages and busboards have been created. Advertisements on TV--and in TV listings--will possibly continue this year. Ongoing and expanded community relations activities, such as the promotion of Drug Awareness Week, will be carried on throughout the year. ADP will also co-sponsor Vancouver's 1989 "First Night," an alcohol-free, family-oriented, New Year's Eve celebration.

A survey of public attitudes will be conducted in November 1989 to measure the effectiveness of the Program after one year.

The Awareness Program will continue to be active in promoting substance abuse prevention throughout 1990/91.

Graduating students in B.C. have taken the TRY message seriously. Many schools held "Dry Grads" this year.

B. Demand Reduction Strategies

Through this program, ADP works to reduce the demand for alcohol and drugs. In 1988/89 it spent the program's full budget of $290,000 to assess the need for the following materials and to research their development:

- Educational Packages for Ethnic Communities

  Following a review of relevant literature, interviews were conducted with key individuals in selected ethnic communities. Existing programs were evaluated and working links were established with ethnic communities. Recommendations and a development plan are now in place.

- Self-Help, Peer Model Materials for Parents

  The need for parental materials was assessed. Such materials can guide parents in helping children involved in substance abuse.

- Educational Materials for High Risk Youths and Influencers

  About 13,000 B.C. youths run a high risk of becoming street people. Baseline data were collected and a working group was established to determine the most effective method of communicating with these youths and the people who influence their behaviour.

"...nothing is more glamorous than drinking...even in the movies." -- B.C. adolescent

- Adult ESL (English as a Second Language) Materials

  Adults who have limited English skills need special materials concerning the prevention, intervention and treatment of alcohol and other drug problems.

During the second phase of the TRY Program, ADP's Demand Reduction Strategies is spending $500,000 in funds to develop:

- two educational packages aimed at preventing substance abuse--one for Chinese Canadians and one for Indo-Canadians (produced in their native languages). One will be completed by March 1990; the other will be pilot tested and made ready for development during the third phase;

- a substance abuse educational package for adults whose first language is not English; and

- classroom educational packages, including teachers' manuals, aimed at high risk youths. A package for Grades

8 and 9 will be completed this year; a package for Grades 10 and 11 will be drafted. The need to train care-givers of these youths is being assessed.

"All problems, including drinking problems...in the Chinese culture...you are obligated to handle behind closed doors." -- B.C. Chinese Canadian

Plans for the third year of Demand Reduction Strategies will be made pending the results of current projects.

C. Community Action Program

Under TRY, the Community Action Program (CAP) provides funding to help B.C. communities prevent or treat alcohol and drug abuse at the local level. It encourages individuals, non-profit groups and communities to become directly involved in innovative projects that increase public awareness of the problems and of their prevention and treatment. CAP challenges each individual to take at least one action to prevent substance abuse--for a friend, a relative or him/herself. It challenges communities to solve at least one local substance abuse problem.

The regional offices of ADP offer professional knowledge and skills to help develop plans of action.

"We feel the Community Action Program is getting off to a great start and will continue to grow and be a benefit to our community."
-- Carol Blatchford, Cowichan Lake Community Services Society

During 1988/89, CAP spent approximately $707,000 of the $900,000 allocated under TRY. All projects listed in the accompanying charts were approved and funded.

In the second phase of the TRY Program, CAP has been given $2.2 million in funds. So far, the projects listed in the charts under 1989/90 have receiving funding this year.

In 1990/91, CAP will continue to provide funds and guidance for local projects. During all three years of the TRY Program, CAP projects are subject to ongoing evaluations.

"People have been mobilized at the community level. There's lots of excitement out there."
-- Joe Leins, ADP Lower Mainland Region

"During Chilliwack Days, 300 children in "Just Say No" T-shirts joined the parade."
-- Pat Gilchrist, ADP Fraser Valley Region

COMMUNITY ACTION PROGRAM FUNDING

Organization	Location	Project	Grant (Approx. $) 1988/89	1989/90
Region 1: Lower Mainland				
Cambie CounterAttack Group	Richmond	Community Encounter Day	965	
James McKinney Elementary School	Richmond	Finally 14, Say No Max	580	
Alcohol - Drug Education Service	Vancouver	Education Materials	14 000	
		Parent Booklet	10 000	
Pacific Institute on Addiction	Vancouver	Community Mobilization Training	14 000	
Simon Fraser University	Burnaby	Student Awareness	5 000	
Spinal Cord Injury Prevention Program	Vancouver	Alcohol, Drugs and Injury	2 000	
University of B.C.	Vancouver	Alcohol & Drug Education	5 000	
Outward Bound B.C.	Vancouver	Alcohol & Drug Prevention	10 000	
		Vista 2000	10 000	
Burnaby Family Life Institute	Burnaby	Community Action Prevention	25 000	
Burnaby Information & Community Services	Burnaby	Youth Yellow Pages	20 000	
North Shore Family Services	Vancouver	Training & Consultation	5 000	
Motorsport Emergency Turnworkers	Burnaby	Prevention	600	
Alternatives Society	North Shore	Parent Education	3 500	
Coquitlam Share Society	Coquitlam	Prevention Program	12 500	
		Community Awareness Project	20 000	
Chatelech Secondary School	Sechelt	Community Prevention	2 300	
		Dry Grad	1 500	
Assoc. of Neighbourhood Houses & Youth Services	Vancouver	Axis Project	20 000	
Richmond Alcohol & Drug Abuse Team	Richmond	Prevention	3 500	
St. James Social Service Society	Vancouver	Family Agape Outreach	20 000	
Alternatives in Action	Vancouver	Alcohol & Drug Education Project	5 000	
Keith Lynn Alternative School	N. Vancouver	The Dragons Project	400	
Simon Fraser Athletic Department	Burnaby	Athlete Drug Information Centre	15 000	
Alcohol-Drug Education Service	N. Vancouver	Community Development in Northern College	9 600	
Sailing Beyond	Port Moody	Teen Sailing Challenge	15 000	
Native Indian Youth Advisory Soc.	Vancouver	Spirit Song	5 000	
Central Organization for Jewish Education	Vancouver	Prevention/Information	11 000	
Deep Cove/Dollarton Community Programs	N. Vancouver	Deep Cove/Dollarton Youth Project	500	
Connection Drug Rehab. Society	Vancouver	Community Aftercare Program	20 000	
East Vancouver Community Services Society	Vancouver	Substance Abuse Awareness	10 000	
Region 2: Fraser Valley				
Boy's & Girl's Clubs of Greater Vancouver	Surrey	Awareness	14 100	
Surrey Community Resource Society	Surrey	Assist Against Substance Abuse	44 000	
		Newspaper & Booklet Production	7 029	
		Choice Fun Run Project	1 700	
		Community Action Conference		2 660
		Youth Leader Day		1 830
		Awareness Outreach		4 170
Mission Community Services Soc.	Mission	Development of Task Force	15 000	
Optimist Club of Chilliwack	Chilliwack	Saying No to Drugs	30 000	
Pride Lillooet	Lillooet	Choices '89 Follow up		9 430
Surrey Youth Traffic Safety Task Force	Surrey	Choices & Responsibilities		2 100
		Surrey Dry Grad		3 000
Delta Dist. CounterAttack Comm.	Delta	CounterAttack Awareness		400
Sailing Beyond	Surrey	Teen Sail Challenge		10 000
Region 3: Central/Southeast				
Clarence Fulton '89 Grad Comm.	Vernon	Dry Grad	2 000	
Osoyoos Youth Outreach/Unlimited	Osoyoos	Speaker Series	2 000	
Revelstoke Secondary	Revelstoke	CounterAttack	500	3 000
Seaton Parent Advisory Committee	Vernon	Video: Dry Grad Theme	2 500	1 436
Shuswap Task Force	Salmon Arm	Development of Task Force	15 000	
Penticton Adapt	Penticton	Prevention and Substance Abuse	22 550	
Kelowna Adapt	Kelowna	Prevention Team	20 000	
Nakusp Drug & Alcohol Abuse Committee	Nakusp	Workshop with Elderly	2 835	
Columbia Valley Family Support Group	Invermere	Dragons Project	3 300	9 250
Windermere Elementary School	Windermere	Positive Action Curriculum	2 500	
Kootenay Indian Area Council	Invermere	Understanding Self & Others	475	
Kimberley Substance Abuse	Kimberley	Community Task Force	20 000	
Nelson District Community	Nelson	Development of Task Force	12 265	
Salmo Community Resources Society	Salmo	Development of Task Force	13 419	
School District #23	Kelowna	Awareness Program		3 500
Barriere District Action Group	Barriere	Community Awareness		10 000
Kelowna Secondary	Kelowna	Dry Aftergrad '89		3 000
Vernon & District Women's Networking	Vernon	Play: Side Effects		5 000
Vernon Secondary School	Vernon	Dry Grad		2 000
Grand Forks Community Task Force	Grand Forks	Community Awareness		15 921
Nakusp Community Services Assoc.	Nakusp	Community Development		20 000
Trail & Dist. Community Services	Trail	Development of Task Force		13 188
Castlegar & Dist. Comm. Services	Castlegar	Development of Task Force		11 880

Organization	Location	Project	Grant (Approx. $) 1988/89	1989/90
Region 4: North				
Smithers Secondary School	Smithers	Peer Counselling	1 200	
		Teenagers Against Drunk Driving	8 000	
Tumbler Ridge	Tumbler Ridge	CounterAttack	2 600	
School District #59	Dawson Creek	Dragon Project	2 500	
Kitimat Youth Centre Expansion	Kitimat	Awareness	10 500	36 400
Community Services Society	Kitimat	Youth Services	2 100	6 300
Stewart General Hospital	Stewart	Self Help Group	1 800	
Skeena Union Board of Health	Terrace	Youth Awareness	40 000	
Williams Lake Youth Society	Williams Lake	Youth Guidance	13 300	
Smithers	Smithers	After Grad		1 000
Nak'azdli Child Development Soc.	Fort St. James	Prevention		15 000
Fort Nelson Liard Friendship Centre	Fort Nelson	Spirit of the Rainbow		24 925
Turning Point Alcohol & Drug Treatment Program	Fort Nelson	Pacific Theatre Company		2 300
		ACOA Workshop		1 150
Taylor Youth Club	Taylor	Awareness		9 000
North Peace Alcohol & Drug Counselling Service	Fort St. John	Pacific Theatre Company		12 500
Community Awareness & Prevention Services	Hazelton	Awareness		14 576
Hazelton Secondary	Hazelton	Alcohol Free After Grad		2 000
Queen Charlotte Islands Health Care Society	Q. C. City	Project Rediscovery		7 000
Healthiest Babies Possible	Prince George	Awareness		6 000
Northern Assoc. of Impaired & Disabled Workers	Prince George	Helping Hand		9 984
College Heights Secondary	Prince George	Dry Grad		1 000
Mayor's Committee of Youth	Prince George	Youth Conference		6 487
Columneetza Senior Secondary	Williams Lake	Safe Grad '89		1 000
Quesnel Tillicum Society	Quesnel	Visiting Performers		3 500
Region 5: Vancouver Island, Gulf Islands & Powell River				
Nanaimo Alcohol & Drug Abuse Prevention	Nanaimo	Adapt Community Prevention	15 000	
Alcohol - Drug Education Service	Vancouver	Training for Prevention Workers	11 391	
Campbell River Community Action Group	Campbell River	River Action Coalition	5 400	
Community Council of Greater Victoria	Victoria	Addictions Prevention Project	15 772	
Cowichan Lake Community Services	Cowichan Lake	Adapt	10 000	
Cowichan Valley Substance Abuse Prevention	Cowichan	Community Prevention	12 695	
Comox Valley Community Organizations	Comox	Dragon Project	2 000	
Saanich Native Women Association	Saanichton	Saanich Native Peer Helpers	4 200	
Victoria Family Violence Project	Victoria	Breaking the Cycle of Violence and Addiction	9 000	
Tofino Drug Awareness Committee	Tofino	Community Profile	4 500	
University of Victoria	Victoria	Peer Counselling	10 000	
Vancouver Island Regional Library	Nanaimo	Information Through Libraries	1 000	

D. Treatment Program

Treatment services in B.C. are delivered by government-funded non-profit societies, the government directly, the private sector, and religious and other organizations. There are five main types of services:

- detoxication centres for acutely intoxicated individuals and for those withdrawing from alcohol or drugs;
- residential treatment centres that follow up detoxication with two- to six-week programs including group therapy, individual counselling and life skills training;
- supportive recovery homes that provide two- to six-month programs to help clients rejoin their communities;
- outpatient counselling services for clients/families; and
- ward teams to identify and treat hospital patients who are substance abusers. The teams are multi-disciplined professionals, trained in the field of alcohol and drug dependencies.

In B.C., there are:

- seven detoxication centres;
- 12 residential treatment centres (10 before TRY);
- 14 provincially funded supportive recovery homes (8 before TRY);
- 74 outpatient counselling services (49 before TRY); and
- nine ward teams (only one before TRY).

As well, treatment is provided for special groups at, for example, Native Friendship Centres and correctional centres.

In 1988/89, $5.1 million in TRY funds were added to the budget for treatment services, bringing the total to $30.89 million--all of which was spent. In 1989/90, $8.19 million in TRY funds raised the overall treatment budget for that year to $33.97 million. These TRY funds were--and are being--spent to enhance and increase the treatment services listed in the accompanying charts.

In 1990/91, treatment services will be further enhanced and expanded.

NEW AND ENHANCED TREATMENT SERVICES

Treatment Service	Enhanced	New
Region 1: Lower Mainland		
Residential Treatment Centres	Aurora Society Pacifica	Salvation Army - The Homestead
Outpatient Counselling Services	Native Courtworkers and Counselling Services Richmond Alcohol Drug Abuse Team Alternatives Program OASIS Seniors Alcoholism and Drug Rehabilitation Society	West Vancouver Greater Vancouver Mental Health South Delta Family Services of Greater Vancouver Coquitlam Share Society Howe Sound Home Support Action Alcohol - Drug Fraserside Community Alcohol and Drug Program Boy's and Girl's Club of Vancouver Odyssey 1 Odyssey 2 Nexus
Supportive Recovery Homes	Central City Mission	Western Steps to Recovery
Ward Teams		Vancouver Hospital University of B. C. Hospital St. Paul's Hospital
Correction Projects		Elizabeth Fry Society Lakeside Willingdon Burnaby Youth Borstal Association, New Haven
Other		University of B.C., Seniors Project
Region 2: Fraser Valley		
Residential Treatment Services	Maple Ridge Halfway House Society	
Outpatient Counselling Services	Maple Ridge Halfway House Society Langley Family Services Chilliwack Community Services	Peace Arch Matsqui - Sumas, Abbotsford Delta Family Services OASIS
Supportive Recovery Homes		Wagner Hill Farms
Native Friendship Centres		Mission
Correction Projects		Elizabeth Fry Twin Maples Gardell - Associates - Lower Mainland Regional Correct Chilliwack Comunity Service Gardell - Associates - Boulder Bay Brenton - Alouette Regional Correctional Centres
Other		Surrey Community Resource Society (YOA)
Region 3: Central and Southeast		
Residential Treatment Centres	Crossroads Treatment Centre Society Interior Native (Round Lake)	
Outpatient Counselling Services	Phoenix Centre Counselling Services Access Shuswap Alcohol and Drug Programs South Okanagan Interior Native Friendship	Boundary Nakusp and District Community Services Association Princeton Drug and Alcohol Counselling Services Creston Golden Family Services Trail Alcohol and Drug Clinic Oliver, Keremeos, Osoyoos Kamloops Clearwater Alcohol & Drug Committee
Detoxication Centres	Kamloops (Phoenix Centre)	
Supportive Recovery Homes	Kivanis House Belaire House Women's Society	
Ward Teams		Kelowna General Hospital Chemical Dependence Program Vernon Jubilee Hospital Penticton General Hospital
Friendship Centres		Interior Native Friendship Society United Native Nations Friendship Centre
Correction Projects		Kivanis House Kamloops Reid

Treatment Service	Enhanced	New
Region 4: North		
Residential Treatment Centres	Prince George Nechako	
Outpatient Counselling Services	Dawson Creek Alcohol & Drug Services Program Fort Alcohol and Drug Services Fort St. John District Hospital McKenzie Counselling Tumbler Ridge Counselling Services Quesnel Alcohol and Drug Abuse Association Burns Lake Community Development	Atlin/Cassiar
Native Friendship Centres	Cariboo	Prince George Alcohol & Drug Programs Dawson Creek Alcohol & Drug Services Program Fort Nelson Fort St. John Quesnel Tillicum Kermode Smithers Prince Rupert Chetwynd Alcohol & Drug Abuse Clinic
Supportive Recovery Home		St. Patrick's Home Quesnel Alcohol and Drug Abuse Association Terrace
Ward Teams		Bulkley Valley Cariboo
Correction Projects		P. George Detoxication/Assessment Unit Prince George Activators Terrace - District
Region 5: Vancouver Island, Gulf Islands and Powell River		
Residential Treatment Centres	Kakawis	Aurora Society
Outpatient Counselling Services	Mt. Waddington Port Alberni Counselling SUNS (Port Alberni) Cowichan Valley ADAPT (Nanaimo) Bella Coola Alcohol Program Tahsis Social Development Society Saltspring Island Tillicum House Pacific Centre for Human Development Victoria Gerontology Association Gold River Health Clinic	
Supportive Recovery Home	Comox Valley	Cool Aid Society
Native Friendship Centres		Victoria Duncan
Correction Projects		Store Adamoving
Ward Teams		Campbell River
Other		Association for Street Kids YM/YWCA, Victoria

"TRY is a catalyst. The demand for services has soared as a result of the Program."
--Rick Cook, ADP North Region

E. Evaluation Program

The purpose of the Evaluation Program is to ensure that funded programs achieve their goals in reducing substance abuse problems and to help determine future program directions. In conjunction with Treasury Board staff, ADP staff are responsible for evaluation activities.

Under TRY, the Evaluation Program received and spent $550,000 during 1988/89. To upgrade the quality of information and improve the evaluation of services, the treatment information system throughout the province is being changed to a management information system. Therefore, funds were earmarked--where needed--for tools, such as computer equipment and software packages. These tools will assist regional data gathering and entering, and local research.

Some funding was also provided for consultants to assist local evaluations. Eamples of evaluations completed or underway during 1988/89 include:

- assessments of the Kelowna Crossroads Treatment Centre and the Round Lake Treatment Centre for Native people; and

- needs analyses of Peak House, Pacifica and Vancouver Urban Native, all in the Lower Mainland.

With a budget of $1.23 million for 1989/90, the Evaluation Program has several assessments underway, including a review of five correctional institutional services on Vancouver Island and administrative audits of programs in all ADP regions.

Evaluations planned for 1989/90 and the following year include:

- a needs assessment of the training competency of those delivering the Outreach Programs;

- an assessment of how supportive care is affecting the regions;

- an examination of the access to treatment and preventive services;

- an evaluation of ADP's policy documentation;

- a comparative, cost-benefit analysis of outpatient versus residential treatment programs;

- an on-going evaluation of management information systems; and

- in-depth evaluations of programs such as the Maple Ridge

Treatment Centre, the Detoxication Program at Maple Cottage and the Outpatient Treatment Community Services at Matsqui/Abbotsford.

F. Research Program

One of the critical shortcomings in the government's ability to address alcohol and drug abuse in B.C. is the lack of reliable data. Research is needed, not only to measure the problem, but to identify new trends as they emerge.

With a budget of $550,000 in TRY funds for 1988/89, the Research Program funded two research projects:

- ACL Service Limited received funds to determine and analyze the costs of chemical dependency and alcohol-related problems. Research was based on a survey of admissions in the Greater Victoria Hospital Society. When the study is finished, the results will form the first component of baseline data on the costs of treating chemically dependent persons in hospitals.

- The B.C. Trucking Association was given funds to provide data on the use of alcohol and other substances by workers in the province's trucking industry. Results of the completed study will expand the baseline data on substance abuse in the workplace.

In the same year, a Research Review Committee was formed to solicit, review and approve research proposals, and to help ADP identify research priorities. The Committee is an independent, multi-disciplinary group of seven professionals interested in addiction and applied research. It includes representatives from government, universities, industries and professional associations.

ADP developed and distributed Requests for Proposals to colleges, universities, and community and professional organizations. Unsolicited proposals were also accepted until the April 30, 1989 deadline for all proposals.

In 1989/90, the Research Review Committee will assess the proposals and determine the allocation of research grants up to a total of $1.1 million.

Further research proposals will be solicited and funded during the third phase of the TRY Program.

II. Liquor Control and Licensing Branch, Ministry of Labour and Consumer Services

Through the **Responsible Beverage Server Program**, the Liquor Control and Licensing Branch (LCLB) is contributing to the TRY Program by helping 60,000 beverage servers and 15,000 licensees/managers throughout B.C. learn more about:

- their legal rights and responsibilities regarding the dispensing of alcohol;
- the effects of alcohol on the body and behaviour; and
- methods of recognizing and handling intoxicated patrons.

During 1988/89, the LCLB spent their budgeted $200,000 in TRY funds developing courses and materials for servers and managers. Nearing completion are:

- a course leaders' guide and a participants' manual;
- a course leaders' orientation program and manual;
- a course video; and
- course implementation and communication plans.

With a budget of $330,000 for the current fiscal year, the LCLB is:

- pilot testing and revising materials;
- recruiting, selecting and training course leaders; and
- developing operations manuals and management systems.

Communication activities under the same budget include:

- illustrating and designing the layout for course materials;
- producing participants' course materials;
- distributing promotional materials; and
- implementing promotional activities.

The Program for licensees/managers is expected to be launched in September 1989. The Hospitality Industry Education Advisory Committee (HIEAC) will coordinate the delivery of the Program through post-secondary institutions, private trade schools and independent trainers. Pre-and post-test surveys and focus group studies will be used to evaluate the Program.

During 1990/91, the courses and materials may be adjusted according to evaluation results and any policy changes.

> **"The Responsible Beverage Service Program will be of great benefit to servers, managers and owners. We feel very strongly that the Program is an important initiative."**
>
> **-- John Philippson, Past President, Neighbourhood Pub Owners' Association of B.C.**

III. CounterAttack, Ministry of Labour and Consumer Services

The CounterAttack Program, introduced in 1977, was expanded under the TRY Program. In 1988/89, CounterAttack spent most of its TRY funds ($720,000) carrying out the following activities:

- Christmas and Spring Roadcheck Campaigns

  During the Christmas campaign, police checked 427,194 vehicles, an increase of 24 percent over the previous year. A phone survey found that 94 percent of all respondents were aware of the CounterAttack advertising; 54 percent were aware of local campaign activities. During the spring campaign, police checked 321,925 motorists; the proportion of alcohol-related accidents was 40 percent lower than the average level.

- Mall Show Tour

  The mall show provided videos, printed material and resource people to answer questions about the drinking/driving issue. It toured Richmond, West Vancouver, Kamloops, Vernon, Penticton and Nelson during February and March 1989. The local press reacted very favourably.

- Portable Display Units

  Twenty large display units including photos, posters and brochure racks were produced for CounterAttack events.

- Police Conference

  In March 1989, a conference was held in Victoria for about 100 senior police officials to recommend ways to improve CounterAttack.

- Specialized Print Resources

  A new poster and new brochure focusing on drinking boaters were produced. Clipsheets containing brief items about

drinking/driving were produced for use by newspapers.

- New Electronic Media Messages

  Four new CounterAttack messages were produced for television and five for radio to replace messages that had been running since 1985.

- Expansion of Core Print Materials

  Four existing brochures were revised, and one new brochure and a new poster, both youth-oriented, were produced.

- Research on CounterAttack Images

  The effectiveness of CounterAttack TV advertisements on young, male drinking drivers was studied. These drivers responded best to TV spots involving police and accidents.

During the current year, CounterAttack is working with $750,000 in TRY funds to do the following:

- conduct two CounterAttack Roadcheck Campaigns;
- distribute portable display units to police jurisdictions throughout B.C.;
- run new TV and radio CounterAttack messages;
- distribute revised and expanded brochures, and poster materials;
- produce, with B.C. Transit, promotions for Christmas and graduation;
- produce a publication jointly with the Motor Vehicle Branch, Ministry of Labour and Consumer Services;
- increase the number of CounterAttack vehicles;
- hold another police conference;
- develop a speaker kit for police officers;
- produce reflective roadside CounterAttack signs for use at roadchecks; and
- publicize any new legislation relevant to the CounterAttack Program.

In TRY's third year, CounterAttack activities will include replacing more vehicles, updating and reprinting materials, holding

another police conference, running two more Roadcheck Campaigns and continuing radio and TV messages.

IV. Workers' Compensation Board, responsibility of the Minister of Labour and Consumer Services

The Workers' Compensation Board (WCB) received no funding under the TRY Program. However, the WCB has supported TRY by spending $53,000 to produce and place 8000, 12-page magazine inserts concerning substance abuse and the Employee Assistance Programs. The inserts appeared in June in the B.C. circulation of:

- Logging and Sawmilling Journal,
- Pulp and Paper Journal, and
- Heavy Construction News.

Further TRY-related activities are under review.

V. Ministry of Education

Through its **Health Care Curriculum Support Program**, the Ministry of Education is contributing to the TRY Program by helping 20,000 teachers prevent substance abuse among children from Primary to Grade 10. Currently, there are approximately 426,500 children in these grades. Substance abuse is one issue among several covered by the new, broadly based curriculum support program that focuses on physical, mental, emotional, social and spiritual health.

> **"My younger sister and her friends are starting at age 12 to experiment [with drugs]." -- B.C. adolescent**

The Health Care Curriculum Support Program received and spent $500,000 in TRY funds during 1988/89 to:

- develop a Learning for Living P-10 Curriculum Guide (Response Draft), ultimately intended for mandatory use in all schools, and distribute it to teachers, Primary to Grade 10; and
- acquire videos to accompany the curriculum.

This year, the Ministry has received $750,000 in TRY funds to:

- produce the final draft of the Learning for Living P-10 Curriculum Guide and/or a draft of Learning for Living as part of the Humanities portion of the Common Curriculum according to the Sullivan Royal Commission recommendations;
- produce an annotated list of recommended resources related to the curriculum and make it available for the 1989/90 school

year;

- produce generic skills teachers' resource materials using topics of self-esteem, friendship and belonging for children in primary schools; assertiveness, peer pressure and lifestyle for children in intermediate grades; and stress management, peer pressure and media impact for secondary school adolescents;

- prepare an orientation package and conduct an orientation in August 1989 for about 175 teachers responsible for in-service on this curriculum in their school districts, and set up a resource team to provide in-service to individual school districts;

- produce teaching materials for curriculum areas where no materials now exist;

- produce a parent information package with a video to enlist parental and community support; and

- produce a district/school implementation guide and in-service videos.

Plans for 1990/91 include continued resource development, increased in-service activity, further video acquisition, and duplication and development of teaching materials.

VI. Ministry of Health

In support of TRY, the Ministry of Health has established two programs:

A. Seniors Drug Action Program

During 1988/89, the Ministry of Health established the Seniors Drug Action Program (SDAP) to reduce problems caused by the elderly person's misuse of prescription drugs and over-the-counter medication. The Ministry set up a Steering Committee as well as an advisory committee representing 14 non-government organizations.

SDAP spent $97,500 of its $100,000 in TRY funds on operational costs and five main projects:

- Invitational Workshop on Medication Use and Elderly People

  Over 80 delegates from organizations concerned with seniors' health attended this workshop in February 1989. Together, they produced a series of recommendations on programs to reduce medication-related problems.

"...excellent conference..."
-- Home Support Association of B.C.

"...informative and worthwhile..."
-- B.C. Parkinson's Disease Association

- Medicine Chest Compliance Aids

  SDAP developed a programmable pill dispenser to assist seniors who live at home but who require supervision taking medication.

- Drug Information Reference

  SDAP purchased about 770 copies of the Drug Information Reference--a current reference on the selection, administration and monitoring of drugs--for staff serving elderly clients who are on multiple medication.

- Grant to Seniors Peer Counsellors

  SDAP contributed to the costs of the annual provincial meeting of the Seniors Peer Counsellors in April 1989. The counsellors agreed to serve as focus groups to test educational materials proposed by program staff and consultants.

- Educational Materials and Miscellaneous Expenditures

  Educational materials were purchased, tested and distributed at various health information forums such as the Senior Citizens Counsellors.

  "Seniors should be educated that drug interaction can be a problem." -- B.C. Senior

During 1989/90, SDAP is operating with a budget of $340,000 to:

- distribute the Drug Information References acquired last year to all long-term care facilities, extended care facilities, private hospitals and home care nurses;

- publish and distribute 500 copies of the proceedings of the Invitational Workshop on Medication Use and Elderly People to all delegates and long-term care facilities;

- test educational materials on focus groups;

- produce materials using the identifying message, "Before You Take It, Talk About It," to increase consumer awareness and communication between patients and doctors/pharmacists;

- determine the extent of prescription drug use among 2000 residents in a long-term care facility in Burnaby, and present the results and recommendations to Pharmacare, Continuing Care and the medical community;

- initiate a "Brown Bag" campaign that will reach 100,000 people in selected communities, encouraging individuals to bring their medicine to a physician/pharmacist for review on a regular basis;

- encourage organizations, such as the B.C. Medical Association, to coordinate continuing medical education events and to fund speakers for these events;

- introduce the use of "Medication Passports," personal medical records that are carried by patients and updated regularly by physicians and pharmacists;

- cooperate with the Drug and Poison Information Centre in publishing issues of the Geriatric Drug Information Bulletin aimed at physicians; and

- field test pill dispensers purchased in 1988/89.

The third year of SDAP will extend activities begun in 1989/90. It will stress the education of the health care professional--not the consumer.

"...a great uplift to see that there is a wide range of programmes intended to improve the communication between professionals and patients in medication usage. Such an effort should be applauded by all of us who care for the elderly." -- Egon Novak, M.D., EZON International Inc.

B. Perinatal Awareness Program

As part of the TRY Program, the Ministry of Health also developed the Perinatal Awareness Program, a substance abuse awareness program aimed at pregnant women and relevant health care professionals. During 1988/89, the Program spent $150,000, the total of its first-year TRY funds, to:

- reduce the dangers associated with substance abuse among high risk women who are up to 28 weeks pregnant; and

- educate physicians and other health workers about the effects of alcohol and other drugs on pregnancy.

"Many women and families are serviced who would otherwise be unlikely to attend conventional programs. I believe this Program has a positive effect on the health and lifestyle of these moms and babies." -- Nanaimo Physician

The Perinatal Awareness Program funded five, one-year Pregnancy Outreach Programs in Cranbrook, Prince George, Surrey, Nanaimo and Port Alberni; and three, three-year Pregnancy Outreach Programs in Williams Lake, Duncan and Terrace. Goals of these Outreach Programs that pertain to substance abuse include:

- decreasing alcohol use with a view to abstinence;
- reducing drug use to only those drugs approved by a physician;
- ensuring at least one consistent source of emotional support for the client.

By the end of March 1989, the eight Pregnancy Outreach Programs had enrolled 116 clients.

"I'm glad I came to the Outreach Program because I didn't know how drinking affects my baby."
-- a Port Alberni client who was referred, by the Outreach Program, for counselling and is now undergoing treatment

The B.C. Fetal Alcohol Syndrome (FAS) Resource Group served as an educational resource for the Pregnancy Outreach Programs. It is an interdisciplinary group concerned with maternal drinking during pregnancy. Using funds from the Perinatal Awareness Program, the FAS Resource Group conducted eight regional workshops during February and March in Cranbrook, Prince George, Port Alberni, Boundary, Nanaimo, Terrace, Williams Lake and Duncan. Sessions focused on:

- increasing early recognition of substance abuse;
- increasing referrals of substance abusers to appropriate agencies;
- encouraging a close working relationship between health workers and the Pregnancy Outreach Program; and
- providing support for pregnant women at risk due to substance abuse.

Approximately 70 physicians and 545 other professionals attended the eight workshops.

"I'll improve my screening efforts during client interviews. My attitude towards these women has changed."
-- a health care worker after attending an FAS workshop

During 1989/90, the Perinatal Awareness Program has a budget of $150,000 in TRY funds. With this money, it is continuing to

fund the three, three-year Pregnancy Outreach Programs. This year, there is a greater emphasis on educating health care professionals, especially physicians.

The Perinatal Awareness Program will be evaluated this year. Plans for 1990/91 are pending the results of that evaluation.

VII. Ministry of Native Affairs

As part of TRY, the Ministry of Native Affairs is administering an **Off Reserve Community Action and Awareness Program** to curb alcohol and drug abuse among B.C.'s off reserve Native population. The Program encourages innovative prevention and education projects.

> **"We have to learn to look after ourselves...find ways and programs that fit our own needs."**
> **-- B.C. Native Indian**

In 1988/89, the Program received $300,000 in TRY funds and spent about $286,500. An information package on the Off Reserve Program was prepared and distributed to about 300 bands, tribal councils and non-profit Native organizations. Of the 52 substance abuse prevention proposals received from these groups, 21 received funding. They are summarized in the chart.

OFF RESERVE COMMUNITY ACTION AND AWARENESS PROGRAM
1988/89 FUNDING

Organization	Location	Project	Grant ($)
Victoria Native Friendship Centre	Victoria	Youth Awareness	10 025
Ehattesaht Indian Band	Campbell River	Prevention Program for Families	25 000
Tahltan Tribal Council	Dease Lake	Quick Start: Prevention Project	13 700
United Native Nations Friendship Centre	Vernon	Alternatives: Youth Prevention Project	6 500
Ingenika Tribal Administration	Prince George	Part-time Substance Abuse Coordinator	25 000
B.C. Association of Friendship Centres	Victoria	Elder Role Model Posters	16 250
Vancouver Indian Centre Society	Vancouver	Youth Art Poster Calendar	10 000
Cariboo Tribal Council	Williams Lake	Youth Activity Worker	18 300
Friendship House Association of P.Rupert	Prince Rupert	Prevention Workshops	2 755
United Native Nations	Vancouver	Family Oriented Film/Video	25 000
Sto:Lo Tribal Council	Sardis	Presentation of Play: Shadow Warrior	13 000
Cariboo Friendship Society	Williams Lake	Street Youth Worker	8 000
Tillicum Haus Native Friendship Centre	Nanaimo	Provincial Substance Abuse Conference	25 000
		Pregnancy Outreach Programs	25 000
		Traditional Feast	5 110
Liard Indian Reserve #3	Watson Lake	Positive Pursuits: Prevention Program	13 760
La-La-La Dancers' Society	Victoria	Presentation of the Play: The Power of the Potlatch	12 500
Kermode Friendship Society	Terrace	Youth Worker to Organize Campaign	24 000
Native Indian Youth Advisory Society	Vancouver	Original Drama for Youth Groups	25 000
Indian Homemakers Association of B.C.	Vancouver	Fetal Alcohol Syndrome Education Series	4 460
Urban Native Indian Education Society	Vancouver	Alcohol Education Coordinator for Student Project	6 600

During the second phase of TRY, the Off Reserve Program has been given $300,000 in funds and has received 21 proposals. So far, 16 have been recommended and three have been approved. Grants have been given to the:

- Native Indian Advisor Society, Vancouver, to fund a speaker at a youth conference in May 1989;

- Mission Indian Friendship Centre to form an "Old Meets New Circle," a council of elders who work with youth on substance abuse issues; and

- Island Bridges Committee, Nanaimo, to develop a network and positive working relations among Native and non-Native drug and alcohol workers.

The Program wants to fund more self-help groups and a resource centre to serve the northeast this year.

Each project sponsor completes an evaluation form developed by the Ministry of Native Affairs. As well, a consultant will do an independent evaluation on selected projects.

During 1990/91, the Off Reserve Program will continue to offer grants and evaluate projects.

> **"The response from numerous Native community groups has been encouraging, and most are pleased that funding is available for prevention activities."**
> **-- Edmond Constantineau, Ministry of Native Affairs**

VIII. Ministry of the Solicitor General

In support of the TRY Program, the Ministry of the Solicitor General initiated two programs to reduce substance abuse. One is aimed at impaired drivers; the other targets new drivers.

A. Impaired Drivers' Pilot Program

During 1988/89, the Ministry of the Solicitor General spent its budgeted $185,000 in TRY funds developing an Impaired Drivers' Pilot Program for drinking/driving offenders in B.C. correctional centres. Those who are recommended to this Program will attend both educational and treatment sessions and may also be involved in the Ministry's Electronic Monitoring System Program and the Intermittent Sentence Management Plan.

In the second year of TRY, the Ministry will use its funds ($210,000) to implement the Pilot Program at the Oakalla Lower Mainland Regional Correctional Centre in September 1989 and, if costs allow, at one or more other correctional centres as well. In January 1990, the Ministry will evaluate the effectiveness of the Pilot Program.

Depending on the results of the evaluation, the Ministry will

implement the Impaired Drivers' Program at correctional centres throughout B.C. during the third year of TRY.

B. Novice Driver Awareness Program

The Motor Vehicle Branch of the Ministry of the Solicitor General is developing a Novice Driver Awareness Program. The Branch did not spend any of the $100,000 in TRY funds received in 1988/89 for this Program. It was able to make minor changes, at no cost, to the Safe Driving Guide to include information on the effects of alcohol and drugs.

During 1989/90, the Branch is using $100,000 to $170,000 of its $170,000 in TRY funds to:

- update procedures manuals and train driving examiners to include questions, in a Class 5 exam, about alcohol and drug abuse (target date: September 1989);

- produce a drinking and driving publication, in conjunction with CounterAttack, for the novice driver, for distribution in September 1989; and

- adapt a federally-produced video on the effects of drugs and alcohol on driving. The video will likely be available by January 1990.

The Novice Driver Awareness Program will be evaluated during 1990/91.

IX. Ministry of Advanced Education and Job Training

In 1988/89, the Ministry of Advanced Education and Job Training received $250,000 from TRY for **Training Programs for Professionals.** The object of the Programs is to research and develop curriculum and resource materials for professionals and paraprofessionals regarding substance abusers. Of the $69,475 that went into coordination, most was carried over into 1989/90. The remaining $180,525 were spent in grants to B.C. colleges and universities:

- Camosun College prepared a 36-hour advanced course on alcohol and drugs that builds on the Life Skills and Employment Readiness Certificate Program. It includes a video.

- Cariboo College developed the format and acquired resources for a five-day program to increase skills in counselling and treating substance abusers.

- Douglas College produced a report on the need for substance abuse information by professionals and paraprofessionals in five major groups: health, justice, social work, education

and other. The College proposed preparing a program of workshops, seminars and short courses to address this need.

- Fraser Valley College helped supervisors develop skills in guiding and directing students. A set of practicum guidelines for both students and supervisors was developed. Students were asked to evaluate the project.

  Fraser Valley College also developed and offered three workshops on:

  - Adolescent Abuser;
  - Intervention Skills for Front-Line Workers in Treatment Centres, Outpatient Clinics and Hospitals; and
  - Identifying the Substance Abuser and Strategies for Referral.

  The College also updated the curriculum for its Human Service Course.

- Malaspina College developed a curriculum for an Addiction Prevention Training Program for professionals and paraprofessionals working with substance abusers. Further, it surveyed the training needs for public and private agencies in the field of human service and proposed a number of workshops for the coming year.

- Northwest Community College, in cooperation with Northern Lights College, developed a series of training videos.

- Okanagan College developed a resource manual on all aspects of drug and alcohol abuse, focusing on the treatment of adult Natives.

- Open Learning Agency printed 500 copies of a substance abuse treatment workbook and developed an evaluation instrument to field test the book in a pilot program at the Alternatives Outpatient Treatment Centre in North Vancouver.

- Selkirk College acquired and wrote materials to supplement four videos about the use of alcohol, marijuana, cocaine and prescription drugs.

- University of Victoria sponsored a two-day workshop on addiction that included 10 to 12 expert presentations and small group meetings of approximately 20 participants. Recommendations were made for further training and development of professionals and paraprofessionals working with substance abusers. A report outlines issues that need addressing and recommendations for professional development services that

could be provided through the post-secondary educational system.

- Vancouver Community College worked with the University of Victoria in studying the need for training and development--particularly for nurses and social workers.

During the current fiscal year, the Training Programs for Professionals is working with a budget of $850,000 in TRY funds. The Program is continuing to meet the educational needs of professionals and paraprofessionals working in the substance abuse field. It is also spending funds to develop a model that addresses substance abuse within the student body at some colleges and universities. The remainder of the funds is being spent on major curriculum development work that will help professionals and paraprofessionals, among other things, to recognize behaviour of substance abusers and know how to respond.

During TRY's third year, the Training Programs for Professionals will likely contain a similar set of activities and projects.

TRY, TRY--TRY AGAIN

Labour and Consumer Services Minister Lyall Hanson has called the TRY Program "one of the most significant, comprehensive programs ever developed by a Canadian government to prevent alcohol and drug abuse." Referring to the sheer size and scope of the Program, he said: "It places British Columbia at the forefront of the drive to combat a problem we all pay a high price for--in terms of social and dollar costs."

As a society and as individuals, we have much to gain from the efforts made to prevent B.C.'s substantial alcohol and drug problems. This note from a long-term drug abuser suggests that the TRY Program may be on the right track:

> **"The current information on drugs and alcohol has enabled me to face my addiction and take steps to treat this life threatening disability...Bear in mind--this may be one letter written in thanks of the current drug and alcohol program, but I speak for many voices in our society."**
>
> **-- Anonymous letter received by the Ministry of Labour and Consumer Affairs, April 1989**